

## Message Text

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43

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R 051416Z JUN 74

FM SECSTATE WASHDC

TO AMCONSUL HONG KONG

INFO AMEMBASSY KUALA LUMPUR

AMEMBASSY LONDON

AMEMBASSY SINGAPORE

AMEMBASSY TOKYO

UNCLAS STATE 117876

E.O. 11652: N/A

TAGS: BEXP, BFOL, HK

SUBJECT: GLOBAL MARKET RESEARCH: A A S

REF: HONG KONG 6033 (NOTAL), STATE 111017

1. SUCCESSFUL BIDDER, ALAN STRATFORD AND ASSOCIATES, AN AVIATION-SPECIALIST FIRM WITH SUPERIOR EXPERIENCE AND QUALIFICATIONS, AS YOU ASSUMED. FURTHER, STRATFORD PROPOSAL EXCEPTIONALLY DETAILED AND RESPONSIVE. FEE FOR HONG KONG/MALAYSIA/SINGAPORE COMBINATION REDUCED TO POUNDS 4,850 IN REPLY STATE REFTEL.
2. MUCH APPRECIATE CONGEN EFFORT AND HONG KONG FIRMS' PARTICIPATION, PRESENTING US WITH MANY ALTERNATIVES-- SEVERAL QUITE ATTRACTIVE. HOPE MAINTAIN THIS LEVEL INTEREST IN FUTURE THEME COMPETITIONS. FOLLOWING CONSIDERATIONS MAY BE INSTRUCTIVE OR REASSURING TO INDIVIDUAL FIRMS WE HOPE WOULD PERSEVERE.

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3. MOBIUS - WE GRAPPLING PCI STUDY DEFICIENCIES AS AAS AWARD MADE. BELIEVE FIRM MAY HAVE BEGUN TAKE COMMERCE BUSINESS FOR GRANTED AND PERMITTED STANDARDS TO SLIP.

4. E I U - SERIOUS MISGIVINGS ABOUT SUPERVISION IN LONDON OF RESEARCH PERFORMANCE IN EAST/SOUTHEAST ASIA. FUTURE PROPOSALS WOULD BE STRENGTHENED BY EXPLICIT REASSURANCES AS TO VIABILITY THIS MODE OF OPERATION AND BY QUALIFICATIONS THE LONDON SUPERVISOR. (UNDERSTAND WHY EIU DID NOT IDENTIFY, BUT OTHERS DID.) BREAKDOWN OF PROJECTED INTERVIEWS WOULD HAVE HELPED.

5. P A - MAINLY, PRICE AND QUALIFICATIONS. PADDING PROPOSAL WITH QUOTES AND PHOTOCOPIES FROM SPECS ADDS NOTHING, AND TO EXTENT PROPOSAL PORTENDS CHARACTER OF RESEARCH, DETRACTS. PROPOSAL SHOULD REFLECT BIDDER'S OWN UNDERSTANDING OF RESEARCH REQUIREMENTS.

6. B I - TOO FEW INTERVIEWS IN MALAYSIA AND SINGAPORE (5-10). SCANTY EXPERIENCE.

7. TRANS-MARKET RESEARCH - VERY FAVORABLY IMPRESSED WITH QUALITY AND THOROUGHNESS THIS PROPOSAL AND WITH HOMEWORK OBVIOUSLY DONE. IN TECHNICALLY COMPLEX SUBJECT AND WITH CLEARLY SUPERIOR SPECIALIZED EXPERTISE AVAILABLE, T M R LOST ON EXPERIENCE. ALTHOUGH THIS RISK WILL BE PRESENT IN FUTURE INDUSTRIAL GOODS SURVEYS, IT LIKELY BE SOMEWHAT LESS SEVERE. T M R SHOULD BE ENCOURAGED BID ON NEXT GMS.

8. MENTOR INTERNATIONAL (SUBMITTED TOKYO) - EXCELLENT PROPOSAL BUT STEEP PRICE. KISSINGER

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**Automatic Decaptioning:** X  
**Capture Date:** 01 JAN 1994  
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